

Rep Order# 6864933 Ver# 3 Status Revised Traffic Order# 107975 Printed: 10/18/2012 8:02 AM
EC'd Yes Last Received: 10/17/2012 7:42 PM

Showing Buylines: All Lines
SC=*

1 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DCCC/HORSFORD
Product Horsford/DCCC
Estimate# 21132
Buyer Jesse Demastrie
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/PZ/E 143/149/2132
Flight Dates 10/18/2012 - 10/19/2012
Hiatus Weeks

Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

REV ORDER PER VER 2
ATTN ALL LINES
NO CHANGE IN TTL
PLEASE CNF
THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TH-F	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$450.00	10/18-10/19	2	1	2	\$900.00	
*2	TH-F	430A-5A		WAKE UP EARLY W/ THE WAGNERS	:30	\$200.00	10/18-10/19	2	1	2	\$400.00	
				Sales Remark: V3 RV RATE								
				V3 Comment Changed, Rate Changed								
3	TH-F	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$700.00	10/18-10/19	2	1	2	\$1,400.00	
4	TH-F	7A-9A		TODAY SHOW	:30	\$900.00	10/18-10/19	2	1	2	\$1,800.00	
5	TH-F	9A-10A		TODAY SHOW II	:30	\$425.00	10/18-10/19	2	1	2	\$850.00	
6	TH-F	4P-430P		FIRST NEWS 3 AT FOUR	:30	\$725.00	10/18-10/19	1	1	1	\$725.00	
7	TH-F	430P-5P		NEWS 4 AT 430P	:30	\$725.00	10/18-10/19	1	1	1	\$725.00	
8	TH-F	5P-630P		EARLY NEWS	:30	\$1,200.00	10/18-10/19	2	1	2	\$2,400.00	
9	TH-F	630P-7P		JEOPARDY	:30	\$1,300.00	10/18-10/19	2	1	2	\$2,600.00	
10	TH-F	7P-730P		WHEEL OF FORTUNE	:30	\$1,300.00	10/18-10/19	2	1	2	\$2,600.00	

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LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007	Rep Firm () PHILADELPHIA Sales Office () AMY MCCREARY
Flight Dates 143/149/2132	Salesperson Phone# 215-568-6540
Hiatus Weeks 10/18/2012 - 10/19/2012	Salesperson FAX# 215-568-1845
11 TH-F 730P-8P FACE TO FACE W/ JON RALSTON :30 \$900.00 10/18-10/19 2 1 2 \$1,800.00	
12 TH-F 11P-1135P NEWS 3 NIGHTSIDE :30 \$1,200.00 10/18-10/19 1 1 1 \$1,200.00	
13 TH-F 1135P-1235A TONIGHT SHOW W/ JAY LENO :30 \$500.00 10/18-10/19 2 1 2 \$1,000.00	
14 TH-F 1235A-135A- LATE NIGHT W/JIMMY FALLON :30 \$250.00 10/18-10/19 3 1 3 \$750.00	
*15 TH-F 135A-205A CARSON :30 \$100.00 10/18-10/19 1 1 1 \$100.00	
Sales Remark: V3 ADD V3 Added	

—REPORT TOTALS—
Report Totals: 27 / \$19,250.00

—SALES MONTHLY TOTALS—

Oct 12: 27 / \$19,250.00

Sales Totals: 27 / \$19,250.00

Station Totals: 27 / \$19,250.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KINC	KLAS	KSNV
\$68,750	0%	0%	0%	28%	28%
	KTNV	KTUD	KVCM	KVMY	KVNU
	20%	1%	1%	2%	20%
	XXXX				

—COMPETITIVE COMMENTS—
EST SHARES

Books

NOV12

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Advertiser () DCCC/HORSFORD
Product Horsford/DCCC
Estimate# 2132
Buyer Jesse Demasrie
Phone#
Fax#
Demos RA35+

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3050 K ST NW
WASHINGTON, DC 20007
Agency CPI/P2/E 143/149/2132
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Hiatus Weeks

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Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
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— CREDIT RISK —
CASH IN ADVANCE